



FOR IMMEDIATE RELEASE

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FACT SHEET

MAYOR LINKS LOCAL CONSERVATION EFFORTS WITH WORLD WATER DAY MESSAGE AND GOALS

SANDERS LAUDS JACK IN THE BOX WATER CONSERVATION PLAN IN ADVANCE OF SATURDAY'S WATER DAY EVENTS IN BALBOA PARK

Mayor Jerry Sanders is urging San Diegans to attend the UNICEF World Water Day event this Saturday outside the Reuben H. Fleet Science Center in Balboa Park. The Mayor is connecting local conservation programs to the message and goals of the UNICEF clean water campaign.

The Mayor hopes to encourage greater water conservation in San Diego by raising awareness of the value and scarcity of clean water supplies world wide. The City of San Diego Water Department will be on hand at the World Water Day event to provide more information about ways to conserve water in San Diego.

MAYOR SHOWCASES WATER CONSERVATION COMMITMENT AT JACK IN THE BOX

The Jack in the Box company has heeded Mayor Sanders' call for greater water conservation by implementing an aggressive plan for reducing water use at their headquarters facility in Kearney Mesa. The company has cut their water use by nearly 50% from this time last year by:

- Completing and implementing recommendations from an Irrigation Audit performed by the City's Water Departments staff,
- Implementing the recommendations coming from an indoor water audit provided by the Center for Sustainable Energy,
- Installing smart irrigation controls including a satellite sprinkler controller,
- Using rebates and discounts to purchase new low-flow kitchen and plumbing fixtures among many other efforts,

In addition, the company has used their "Lunch and Learn" seminar program to encourage employees to adopt the "20 Gallon Challenge" issued by the County Water Authority.

JACK IN THE BOX ON TRACK TO SAVE OVER 1 MILLION GALLONS THIS YEAR

The water conservation measures put in place at the Jack in the Box headquarters complex will allow the company to save more than 1 million gallons of water this year alone. The potential savings were identified during complimentary water and energy efficiency surveys conducted in June and November of last year.

The first survey was provided by the San Diego County Water Authority and its member agencies, in cooperation with the San Diego Gas and Electric, WaterWise Consulting and the California Center for Sustainable Energy. The assessment of both water and energy use within the Jack in the Box facilities led to specific action items implemented by the company. The water conservation recommendations included installation of urinal retrofit kits, kitchen faucet aerators, and pre-rinse spray valves.

In November, the City of San Diego Water Department completed a landscape and irrigation assessment of the same properties' landscaped areas. This free service identified steps Jack-In-The-Box could take to cut their irrigation water use by up to 47%. The Company has already taken many of these steps and is now reporting water savings in excess of the 47% over the past two months.

WATER SUPPLY CHALLENGES MAKE CONSERVATION IMPERATIVE FOR SAN DIEGO

Because of its very real potential impact on the local economy, Mayor Sanders is taking a thoughtful and deliberate approach to this issue and not rushing to impose mandatory conservation measures immediately.

But the Mayor does want San Diegans to know that mandatory conservation efforts are a very real possibility depending on developments associated with the various factors. The Mayor is urging everyone in San Diego to conserve at least 20 gallons a day. The goal of all these efforts is to keep as much water in storage as possible to help with the region's water needs in the next year.

The Mayor is also calling upon residents and businesses to do their part by making sure that:

- Irrigation and garden watering should be pared back and done with either a hand-held hose equipped with a positive shut-off nozzle, a hand-held container, or a drip irrigation system.
- Everyone should be mindful of their water consumption everywhere around the house – combining three smaller loads of laundry into one and making sure the water isn't running as dishes are being washed for instance.
- Commercial and residential customers can call the City at (619) 570-1999 to request a survey. A trained professional will assess your current irrigation system, look for inefficiencies, and develop a customized irrigation schedule for you. This service is provided free of charge.
- If you have no time to have a survey done on your property, you can always log on to www.sandiego.gov/water and click on the nationally recognized Landscape Watering Calculator. Just follow a few simple steps and you can develop your own customized irrigation schedule, anytime you feel like it.

- Install smart irrigation controllers that automatically adjust run times as the season and daytime temperatures change, and turn off during rainy days. The City of San Diego currently offers substantial rebates for these irrigation controllers. Call (619) 570-1999 for more information.
- Washing vehicles should be limited to short rinses with hand-held hoses equipped with positive shut-off nozzles or washing done by commercial car washes or commercial service stations using high pressure washing equipment.
- Residents should carefully monitor water levels to avoid overfilling swimming pools, spas, ponds and artificial lakes.
- Homeowners should use a broom – instead of water – to clean sidewalks, driveways, parking areas, tennis courts, patios or other paved areas.
- Ornamental fountains and water features should be outfitted with re-circulating pumps to maximize water use.

The Mayor's is calling upon public agencies to do their part, by:

- Reducing irrigation cycles on landscaped areas by 1-3 minutes or eliminating one entire irrigation cycle from weekly watering schedules.
- Refraining from watering landscapes during the day, when losses to evaporation are higher.
- Scaling back schedules for cleaning streets, vehicles and/or buildings and considering washing fleet vehicles at commercial car washes that recycle water.
- Conducting comprehensive checks for and repairing any leaks in water systems.
- Considering native California-friendly plants and artificial turf for new or rehabilitated landscapes rather than new grass or high-water-use plants in public landscape spaces.
- Turning off decorative fountains or scaling back their schedule for refills.
- Using reclaimed water for irrigation, decorative fountains or other uses where feasible.